

CLAIMS

What is claimed is:

1 1. A method, comprising:

2 providing a user with selection of audio content to accompany a shopping
3 channel on an interactive video casting system, the audio content to select from
4 including audio content uploaded to the interactive video casting system by the user
5 and stored therein, the selection of audio content made available via the shopping
6 channel; and

7 providing the selected audio content to the user.

1 2. The method of claim 1 wherein the audio content includes music selected
2 from audio content stored on the interactive video casting system.

1 3. The method of claim 1 wherein the audio content includes an audio portion of
2 programming from another channel on the interactive video casting system.

1 4. The method of claim 1 wherein the audio content includes Internet radio.

1 5. The method of claim 1 wherein the audio content includes a voiceover to
2 provide the user with instructions regarding actions on the shopping channel.

1 6. The method of claim 1 wherein the audio content includes a sound effect,
2 including a style of voice capable of being selected by the user.

1 7. The method of claim 1 wherein the interactive video casting system
2 comprises an interactive television system.

1 8. The method of claim 1, further comprising providing the audio content
2 through explicit profiling of the user.

1 9. The method of claim 8 wherein explicit profiling comprises developing user
2 audio preferences based on the user's responses to a plurality of questions
3 provided via the interactive television system.

1 10. The method of claim 1, further comprising providing the audio content
2 through implicit profiling of the user.

1 11. The method of claim 10 wherein implicit profiling comprises developing user
2 audio preferences by analyzing the user's interactive television viewing habits.

1 12. A method, comprising:
2 providing a user with selection of audio enhancements to accompany content
3 on an interactive video casting system, the audio enhancements to select from
4 including audio enhancements uploaded to the interactive video casting system by
5 the user and stored therein; and
6 providing the selected audio enhancements to a client terminal.

1 13. The method of claim 12 wherein the content comprises an Internet web site.

1 14. The method of claim 12 wherein the content comprises a shopping channel.

1 15. The method of claim 12 wherein the content comprises interactive television
2 objects of the user, including an electronic calendar.

1 16. The method of claim 12 wherein the audio enhancements include music
2 selected from audio enhancements stored on the interactive video casting system.

1 17. The method of claim 12 wherein the audio enhancements include an audio
2 portion of other content available on the interactive video casting system.

1 18. The method of claim 12 wherein the audio enhancements comprise Internet
2 radio.

1 19. The method of claim 12 wherein the audio enhancements comprise a sound
2 effect, including a voice style capable of being selected by the user or a theme-
3 based sound related to the content presented to the client terminal.

1 20. The method of claim 12 wherein the audio enhancements comprise a
2 voiceover to provide the user with instructions regarding actions related to the
3 content presented to the client terminal.

1 21. The method of claim 12 wherein the interactive video casting system
2 comprises an interactive television system.

1 22. The method of claim 12 wherein the content includes merchants' advertising,
2 the method further comprising allowing merchants selling through a shopping
3 channel of the interactive video casting system to provide a default audio

4 enhancement to accompany the merchants' advertisement, the default audio
5 enhancements capable of being changed by the user via selection of other audio
6 enhancements.

1 23. The method of claim 12, further comprising selecting the accompanying
2 audio enhancements based on explicit profiling by selecting the accompanying
3 audio enhancements based on the user's responses to a plurality of questions
4 presented via the interactive video casting system.

1 24. The method of claim 12, further comprising selecting the accompanying
2 audio enhancements based on implicit profiling by the interactive video casting
3 system by analyzing the user's viewing habits.

1 25. An apparatus, comprising:
2 a network interface coupled to receive interactive television content;
3 a television interface coupled to the network interface to allow selection of
4 audio content to accompany content received from an interactive television network;
5 a storage medium coupled to the network interface to store at least a portion
6 of the user audio preferences; and
7 a processor coupled to the storage medium to coordinate the user audio
8 preferences with the content received from the interactive television network by the
9 network interface.

1 26. The apparatus of claim 25 wherein the content on interactive television
2 comprises a shopping channel.

1 27. The apparatus of claim 25 wherein the network interface is capable to
2 retrieve at least some audio information related to the preferences from the
3 interactive television network via use of triggers embedded in the content received
4 from the interactive television network.

1 28. A system, comprising:
2 a television network coupleable to a communication network to provide
3 content from the television network and from the communication network to a client
4 terminal; and
5 a server capable of being coupled to the television network to provide access
6 to audio enhancements, the server including a storage medium to store the audio
7 enhancements, including audio enhancements uploaded to the storage medium by
8 a user, the server capable to provide the audio enhancements to the client terminal,
9 based on user selection of at least one of the audio enhancements made from the
10 content provided to the client terminal.

1 29. The system of claim 28 wherein the content includes triggers embedded in
2 the content provided to the client terminal and usable to retrieve the at least one
3 audio enhancement in response to user selection of that audio enhancement.

1 30. The system of claim 28, further comprising another storage medium coupled
2 to the client terminal to store at least a portion of user audio preferences related to
3 the audio enhancements.

1 31. A channel for an interactive video casting system, the channel comprising:

2 visual content provided from the interactive video casting system via the
3 channel; and

4 a selection of audio enhancements to accompany the visual content,
5 including a selection of audio enhancements that can be uploaded by a user and
6 provided along with the visual content, at least one of the audio enhancements
7 capable of being provided via the channel in response to user selection of that audio
8 enhancement.

1 32. The channel of claim 31 wherein the audio enhancements include an
2 instructional voiceover to provide instructions related to the visual content.

1 33. The channel of claim 31 wherein the audio enhancements include theme
2 music based on the visual content, at least some of the theme music capable of
3 being automatically selected from the selection based on user profile information.

1 33. The channel of claim 32, further comprising a selection of visual
2 enhancements to accompany the visual content, at least some of the visual
3 enhancements capable of being uploaded by the user for subsequent presentation
4 along with the visual content, at least some of the visual enhancements capable of
5 being automatically selected from the selection based on user profile information.